

Message Text

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R 242030Z JAN 78
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TO USDOC WASHDC
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMEMBASSY TAIPEI
AMEMBASSY LONDON
AMEMBASSY PARIS
AMEMBASSY NAIROBI
AMEMBASSY TOKYO
AMEMBASSY CARACAS
AMCONSUL JOHANNESBURG
SECSTATE WASHDC 8246

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USDOC FOR BED/OED/EID/DONAHOE

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJ: VSMF FIRST QUARTER REPORT AND PROMOTIONAL RECOMMENDATIONS

REF: A) STATE 04911 B) LETTER GILPATRIC-TELLER OF OCT 28,1977,
C) USDOC 24422 D) STATE A-4496

1. SUMMARY. AS PREDICTED IN LAST REPORT, VSMF UTILIZATION THIS QUARTER EXCEEDED THAT OF PREVIOUS QUARTER BY A CONSIDERABLE MARGIN (OVER 50 PERCENT). PRIMARY REASON FOR THIS INCREASE WAS THE FACT THAT THERE WERE TWO TRADE CENTER SHOWS DURING THE FIRST QUARTER OF FY 78, AS OPPOSED TO ONLY ONE LAST QUARTER OF FY 77. HOWEVER, RESULTS OF PROMOTION CAMPAIGN ARE STILL DISAPPOINTING. POST RECOMMENDS MASS-MAILING CAMPAIGN FUNDED BY IHS AS SUGGESTED IN REF B.

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2. STATISTICS:

A) TOTAL NUMBER OF USERS: 184. MONTHLY BREAKDOWN: OCTOBER - 125
NOVEMBER - 50, DECEMBER - 9.

B) TYPES OF USERS (NUMBER AND PERCENTAGE FOR EACH): 1) FOREIGN
BUSINESS BUYERS 161, 85.5 PERCENT; 2) HOST GOVERNMENT AGENCY

PERSONNEL 16, 3.3 PERCENT; 3) FOREIGN SERVICE PERSONNEL 3, 1.6 PERCENT; 4) U.S. BUSINESS USERS 10, 5.4 PERCENT; 5) OTHER MISC. USERS 4, 2.2 PERCENT.

C) PRODUCT CATEGORIES SEARCHED (SIC NUMBERS): 2295, 2641, 2752, 2795, 2819, 2823, 2869, 3312, 3429, 3443, 3494, 3523, 3531, 3535, 3541, 3547, 3561, 3563, 3573, 3825, 2832 AND 3861.

3. PROMOTIONAL

THE VSMF WAS PROMINENTLY LOCATED AT THE E/C SECTION'S BOOTH JUST TO THE LEFT OF THE MAIN ENTRANCE AT BOTH THE PRINTING AND GRAPHIC ARTS SHOW IN OCTOBER, AND THE MINING EQUIPMENT SHOW IN NOVEMBER. OF THE 184 TOTAL USERS OF THE SYSTEM THIS QUARTER, 152, OR FULLY 82.6 PERCENT, USED IT AT ONE OF THESE TWO SHOWS. AS MENTIONED IN LAST REPORT, A FULL PAGE OF THE SHOW CATALOG FOR THE PRINTING AND GRAPHIC ARTS SHOW FEATURED THE VSMF WITH A COMPLETE DESCRIPTION OF THE SERVICE AS WELL AS AN ATTRACTIVE PHOTO. THIS SAME MATERIAL WAS ALSO USED FOR THE MINING EQUIPMENT SHOW CATALOG. ADDITIONAL PROMOTION DURING THE QUARTER WAS SIMILAR TO THAT DESCRIBED FOR THE PREVIOUS SHOW, ALTHOUGH MANY OF THE QUOTE KEY MAN CALLS UNQUOTE WERE TO TRADE ASSOCIATION OFFICIALS AND AGENTS/DISTRIBUTORS WHO HAD ALREADY BEEN CONTACTED ABOUT THE VSMF. ADDITIONAL PRELIMINARY PROMOTIONAL WORK IS DISCUSSED IN PARA 6 CONCERNING PROPOSED MASS-MAILING CAMPAIGN.

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4. SYSTEM EVALUATION: A) WHEN USED FOR A SPECIFIC PRODUCT SEARCH, THE VSMF IS MORE EFFECTIVE THAN THE BALANCE OF THE RESOURCES OF THE COMMERCIAL LIBRARY (I.E. THOMAS REGISTER, OTHER DIRECTORIES, ETC.). IT ALSO OFFERS A SIGNIFICANT ADVANTAGE OVER THE TOP PROGRAM, AS IT ELIMINATES THE DELAY IN OBTAINING NECESSARY PRODUCT INFORMATION. THE SYSTEM CONTRIBUTES TO THE EFFECTIVENESS OF TRADE CENTER SHOWS, BOTH AS A BACKSTOP WITH THE CAPABILITY TO SHOW VISITORS PRODUCTS NOT BEING EXHIBITED, AND AS A SERVICE TO EXHIBITORS, PROVIDING THEM WITH A SOURCE OF PRODUCT INFORMATION FOR SOME OF THEIR OWN LINES WHICH THEY SOMETIMES DON'T HAVE AVAILABLE

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THE LATTER SITUATION IS ESPECIALLY COMMON WITH LARGE FIRMS WHICH ARE ONLY EXHIBITING ONE OF MANY LINES AT A SHOW, BUT WHICH RECEIVE INQUIRIES CONCERNING OTHER LINES, OR EVEN PRODUCTS OF OTHER DIVISIONS. THE VSMF CONTRIBUTES GREATLY TO THE EFFECTIVENESS OF AN E/C SECTION STAND AT INTERNATIONAL TRADE FAIRS, AS IT DID AT THE MECHANICA SHOW, AND AS IT WILL AT THE UPCOMING ENERGY 78 FAIR (SEE PARA 8). THE SYSTEM HAS BEEN USED TO GREAT ADVANTAGE IN SUPPLEMENTING CATALOG SHOWS, BY BOTH COMPLEMENTING THE CATALOGS BEING EXHIBITED, AND BY PERMITTING VISITORS TO TAKE WITH THEM COPIES OF PORTIONS OF THE CATALOGS WHICH MUST REMAIN WITH THE SHOW. B) THERE IS NO DOUBT THAT THE VSMF HAS INCREASED THE WORKLOAD OF THE

E/C SECTION. HOWEVER, THIS INCREASE CAN BE MANAGED WITH NO DIFFICULTY AT THE PRESENT STAFFING LEVEL. OUR BEST ESTIMATE IS THAT APPROXIMATELY 154 MAN-HOURS WERE REQUIRED DURING THE QUARTER, OR 3.3 PERCENT OF TOTAL E/C SECTION RESOURCES. C) OTHER EVALUATION: WE REMAIN CONCERNED THAT THE VAST MAJORITY OF USERS WHO RECEIVE DEMONSTRATIONS AT TRADE CENTER SHOWS FAIL TO FOLLO-UP WITH REPEAT VISITS AND SPECIFIC SEARCHES. AS THE ABOVE STATISTICS INDICATE, ONLY 32 (OR 17.4 PERCENT) OF THIS QUARTER'S 184 USERS CAME TO UTILIZE THE SYSTEM DURING THE 11 NON-SHOW WEEKS, WHILE 152 CAME DURING THE TWO SHOW WEEKS. WHILE THE SHOW EXPOSURE IS FELT TO BE THE BEST-QUALITY PROMOTION WE COULD POSSIBLY HOPE FOR, ATTRACTING BUYERS, ENGINEERS, AGENTS, DISTRIBUTORS, ETC. WITH THE NECESSARY TECHNICAL KNOWLEDGE AND DECISION-MAKING AUTHORITY, THEY ARE USUALLY IN AHURRY, AND SELDOM HAVE THE TIME TO SIT DOWN

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AND MAKE A THOROUGH SEARCH FOR THE PRODUCT OR PRODUCTS THEY NEED. ALTHOUGH THEY FREQUENTLY ASSURE US THAT THEY WILL DROP BY IN THE FOLLOWING WEEKS WHEN THEY HAVE SOME MORE TIME, AND USUALLY APPEAR VERY INTERESTED OR EVEN EXCITED ABOUT THE POSSIBILITIES THE VSMF OFFERS THEM, THE STATISTICS CLEARLY SHOW THAT THE VAST MAJORITY SIMPLY DON'T FOLLOW THROUGH.

5. ADMINISTRATIVE MATTERS

THE PROBLEM OF SPACE FOR THE VSMF DURING TRADE CENTER SHOWS HAS BEEN RESOLVED SATISFACTORILY, FOR THE FORESEABLE FUTURE. THE TRADE CENTER HAS FOUND SOME FLOOR SPACE FOR US IN AN AREA NOT NORMALLY USED FOR EXHIBITION STANDS, BUT WHICH IS STILL WELL LOCATED. WE HAVE BEEN UNABLE TO OBTAIN A REPLACEMENT LAMP (GE-USA-82-DYT-19V-80W) FOR THE SMALL VIEWER USED FOR THE DESIGN ENGINEERING INDEX. OUR LOCAL SOURCES CONFIRM THAT THIS LAMP IS NOT AVAILABLE IN 4AZIL. WE WOULD APPRECIATE IT IF YOU WOULD POUCH US ONE AT YOUR EARLIEST CONVENIENCE.

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ADDITIONALLY, A SMALL PLASTIC OR NYLON GEAR (NO PART NUMBER) IN THIS SAME SMALL READER HAS BROKEN, PREVENTING US FROM REWINDING THE INDEX CARTRIDGES. WE ARE SENDING THIS GEAR BY POUCH, AND HOPE THAT YOU WILL BE ABLE TO SEND US A REPLACEMENT, AS THIS ITEM IS ALSO NOT AVAILABLE HERE. WE ARE SOMEWHAT CONCERNED THAT WE HAVE RECEIVED NO UPDATE FOR THE DOCUMENTATION FILE SINCE THE CATALOG DATED JULY 1977. HAVE WE MISSED SOMETHING OR IS THIS GAP NORMAL? THE IHS PROMOTIONAL BROCHURE REFERS TO AN UPDATE EVERY 60 DAYS FOR THE DOCUMENTATION FILE. IN VIEW OF OUR PROPOSED PROMOTION CAMPAIGN (PARA 6) WE REQUEST AN ADDITIONAL 12 ROLLS OF PAPER, IN ADDITION TO THE 4 RECENTLY REQUESTED.

6. PROPOSED PROMTION CAMPAIGN

IN RESPONSE TO REF B, WE HAVE BEEN WORKING INFORMALLY WITH THE UNCLASSIFIED

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HIGHLY QUALIFIED STAFF OF THE PUBLIC RELATIONS FIRM ON CONTRACT TO THE TRADE CENTER AND HAVE PUT TOGETHER A SATURATION MASS-MAILING CAMPAIGN WITH A TARGET DATE OF MID-MARCH. THE MAILING IS TO REACH ALL MAJOR MANUFACTURERS, AGENTS, DISTRIBUTORS, AND ENGINEERING FIRMS IN THE METROPOLITAN SAO PAULO AREA, - APPROXIMATELY 20,000 COMPANIES - AT A TOTAL ESTIMATED COST OF \$4,395. BREAKDOWN OF COSTS FOLLOWS: POSTAGE, \$1,856; PRINTING INCLUDING PAPER, \$1,164; ADDRESSING, FOLDING AND STUFFING, \$1,375. THE MAILING WOULD CONSIST OF A LETTER AND A REPLY CARD. THE LETTER, SIGNED BY THE PRINCIPLE OFFICER, WOULD CONTAIN A DESCRIPTION AND SALES PITCH FOR THE SYSTEM, AS WELL AS A BRIEF EXPLANATION OF OTHER COMMERCIAL SERVICES AVAILABLE AT THE E/C SECTION. THE REPLY CARD WILL BE DESIGNED TO ENCOURAGE POSITIVE RESPONSE AND TO FACILITATE FOLLOW-UP ACTION. IN ADDITION, THE LETTER WIL ANNOUNCE THE FACT THAT THE VSMF WILL BE FEATURED AT THE CONSULATE'S

BOOTH AT QUOTE ENERGY '78 - INTERNATIONAL/SOUTH AMERICAN ENERGY EXPOSITION UNQUOTE TO BE HELD AT SAO PAULO'S ANHEMBI PARK ON PARIL 10-16 (SEE PARA 8).

7. THE MASS-MAILING IS THE ONLY PROMOTIONAL TECHNIQUE WE HAVE NOT USED FOR THE VSMF ALTHOUGH IT IS STANDARD FOR PUBLICIZING USTC SHOWS, TRADE MISSIONS, CATALOG SHOWS, ETC. THE PUBLIC RELATIONS FIRM BELIEVES, AND WE AGREE, THAT MASS-MAILING IS THE ONLY PROMOTION TECHNIQUE THAT COULD SIGNIFICANTLY INCREASE THE USE OF THE VSMF WITHIN THE TIME REMAINING FOR EVALUATION, THAT IS, UNTIL THE END OF FY '78. THE ONLY ALTERNATIVES ARE: 1) TO CONTINUE TO PROMOTE THE SYSTEM THROUGH USTC SHOWS; 2) TO MAKE A SMALLER MAILING OF 3,500 TO 5,000 ALREADY ON THE FTI. WE DO NOT EXPECT ANY SIGNIFICANT RESULTS FROM THE FIRST ALTERNATIVE FOR REASONS' OUTLINED IN PARA 4. THE SECOND ALTERNATIVE WILL STILL ENTAIL SOME COST AND EFFORT WHILE GIVING MUCH LESS EXPOSURE. MANY OF THE FIRMS ON THE FTI HAVE ALREADY BEEN MADE AWARE OF THE VSMF.

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8. IN ADDITION TO THE MAILING CAMPAIGN WE HOPE TO OBTAIN GOOD EXPOSURE FOR THE VSMF AT THE ENERGY 78. THIS IS AN INTERNATIONAL SHOW WHICH IS EXPECTED TO DRAW VISITORS FROM ALL OF LATIN AMERICA, AND REPRESENTS AN EXCELLENT OPPORTUNITY TO PROMOTE THE SYSTEM. IN THIS CONNECTION, IF IHS HAS AVAILABLE EITHER AN ENERGY-ORIENTED FILE OR A SPECIAL ENERGY INDEX, WE WOULD APPRECIATE ANY SUCH ENERGY-RELATED MATERIAL FOR THE SHOW. IN THE CASE OF A SPECIAL FILE, WE WOULD BE INTERESTED IN BORROWING IT FOR USE DURING THE SHOW, AFTER WHICH WE WOULD RETURN IT TO IHS. WE ARE AWARE THAT THE PLANT ENGINEERING FILE CONTAINS ENERGY PRODUCT DATA, AND THAT WE MAY ALREADY HAVE ALL INFORMATION AVAILABLE.

9. THE FOLLOWING ARE ANSWERS TO OTHER QUESTIONS RAISED IN REF B:

A. WITH RESPECT TO BOB WING'S POSSIBLE PARTICIPATION IN PROMOTIONAL ACTIVITIES, WE FEEL THAT OUR STAFF IS FULLY QUALIFIED TO DEMONSTRATE THE SYSTEM, AS WELL AS TO PROVIDE ASSISTANCE TO USERS, SO WE QUESTION WHAT ADDITIONAL CONTRIBUTION WING COULD MAKE. THE CONCEPT OF A SEMINAR-TYPE PROMOTION IS ONE THAT WE'RE THINKING ABOUT; HOWEVER, IT SEEMS TO US THAT IT HAS A NUMBER OF LIMITATIONS. FIRST, ASSUMING THAT WE COULD GET A GROUP OF INTERESTED, QUALIFIED, POTENTIAL USERS TOGETHER FOR SUCH AN EVENT, ONLY ONE PERSON AT A TIME CAN ACTUALLY USE THE VSMF. IT WOULD APPEAR, THEREFORE, THAT A SEMINAR COULD ONLY SERVE TO DEMONSTRATE THE SYSTEM, IN THE HOPE THAT THE PARTICIPANTS WILL RETURN LATER TO ACTUALLY USE IT. OUR EXPERIENCE AT THE THREE TRADE CENTER SHOWS, AS MENTIONED IN PARA 4, HAS SHOWN THAT ALL TOO FEW OF THE VISITORS TO WHOM WE HAVE GIVEN DEMONSTRATIONS HAVE RETURNED TO USE THE SYSTEM. WE WOULD BE VERY HAPPY TO RECEIVE ANY INFORMATION ON OTHER POSTS' EXPERIENCE WITH THIS TYPE OF PROMOTIONAL ACTIVITY

WHICH YOU MAY HAVE AVAILABLE. WE HAVE NOT RULED OUT THIS APPROACH, WE ARE ONLY HESITATNT FOR THE ABOVE REASONS. B. THE IDEA OF PROVIDING VSMF INDEXES TO OTHER POSTS IN BRAZIL IS ALREADY BEING TRIED FOR PORTO ALEGRE, WHICH HAS HAD ONE FOR THE PAST TWO MONTHS OR SO. IT'S STILL TOO EARLY TO TELL WHETHER THIS WILL HAVE AN EFFECT. WE HAVE BEEN IN TOUCH WITH RIO, AND THEY ARE INTERESTED IN UNCLASSIFIED

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RECEIVING COPIES OF THE INDEXES. C. THE SUGGESTED PORTUGUESE-LANGUAGE INSTRUCTION BROCHURE COULD BE A USEFUL AID, ESPECIALLY IS VSMF USAGE WERE TO INCREASE CONSIDERABLY, BUT SUCH A BROCHURE IS NOT REALLY NECESSARY, ESPECIALLY AT PRESENT USAGE LEVELS. THE INSTRUCTION CARTRIDGE IS SELDOM USED BECAUSE IT IS FELT THAT E/C PERSONNEL CAN DO A BETTER JOB AT ORIENTING USERS IN LESS TIME. EVEN IF THIS CARTRIDGE WERE AVAILABLE IN PORTUGUESE IT IS UNLIKELY THAT IT WOULD RECEIVE MUCH USE.

10. AFTER WE HAD ALREADY COMPLETED THIS CABLE WE RECEIVED A PHONE CALL FROM BOB WING, AND TOOK ADVANTAGE OF THE OPPORTUNITY TO OUTLINE BRIEFLY TO HIM OUR PROPOSED MAILING CAMPAIGN, INCLUDING COSTS. HE EXPRESSED ENTHUSIASM FOR THE CAMPAIGN, AND OPTIMISM THAT BETWEEN HIS OWN BUDGET AND WHAT HE CAN OBTAIN FROM IHS HEADQUARTERS, SUFFICIENT FUNDS SHOULD BE AVAILABLE. IHS PRESIDENT TED LEE WILL BE VISITNG SAO PAULO JANUARY 20 AND CAMPAIGN CAN BE DISCUSSED FURTHER AT THAT TIME.
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